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ABSTRACT

The school counselor is viewed as the most effective career education change agent in the guidance model presented in this booklet. The model, termed "developmental career guidance," is primarily presented in full-page illustrations showing the counselor's (with a combined consultant function) role in the following cooperative relationships: The counselor and administrator, teacher, student, parents, and community. The planning and implementation process of the consultant strategy is also illustrated. A step-by-step guide for establishing the consultant strategy is outlined. The authors suggest that if there is no counselor in a school, the model can be made applicable to another resource person serving as a career education change agent. Available resources and materials available from the University of Arizona Career Education Project are listed. (TA)

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CAREER EDUCATION:
The Consultant Approach

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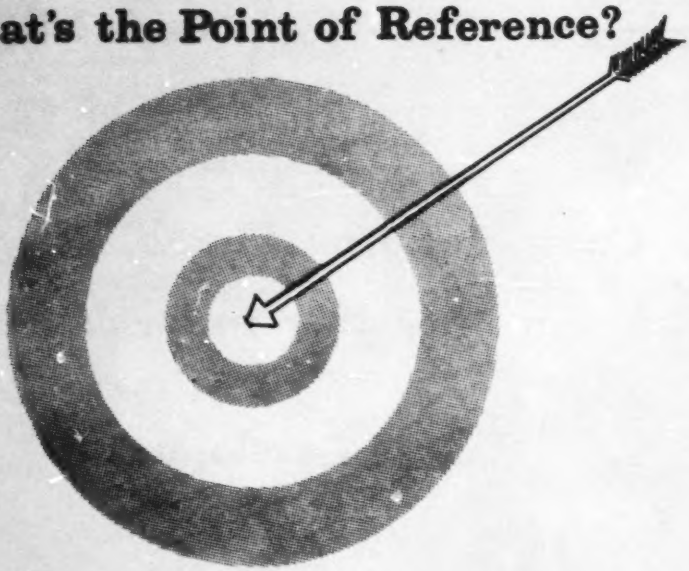
Who Can Do Career Education and Promote Career Development?

There are as many ways to implement Career Education as there are people actively involved in Career Education programming. For example, teachers can implement Career Education in the classroom; principals can support Career Education in the school, and parents can encourage their children in work exploration. Even the community can become involved in broadening students' educational experiences. However, perhaps the most effective Career Education change agent is often overlooked when Career Education invades the school --- THE COUNSELOR ! ! !

Why Pick On The Counselor?
...for a number of reasons. . .

- Counselors have more time flexibility for Career Education activities.
- Counselors have acquired additional interpersonal skills and techniques.
- Counselors have more direct contact with teachers, parents, administrators, and the community.
- Counselors have been searching for a new way to become more involved in the educatiotional process.

What's the Point of Reference?



For the Consultant Model, Career Education equals DEVELOPMENTAL CAREER GUIDANCE. [1]

DEVELOPMENTAL --- of or connected with a specific step or stage in growth.

CAREER --- the pattern of one's progress through life, as well as one's longitudinal advancement in a vocation.

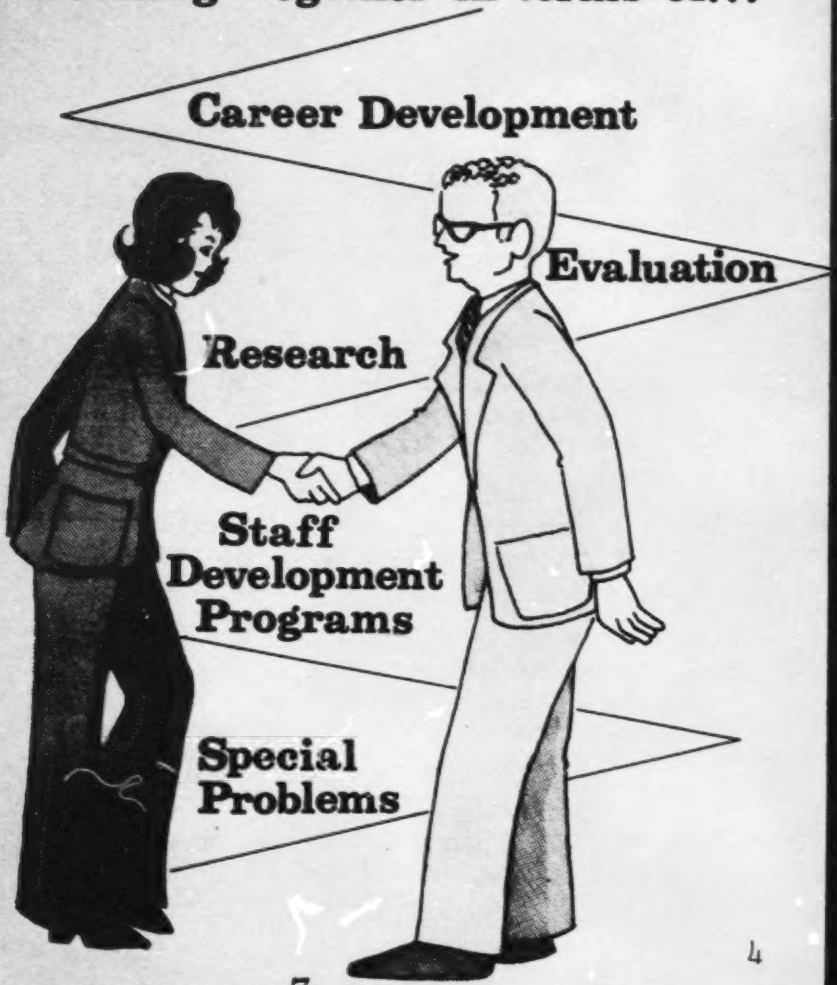
GUIDANCE --- that unique aspect of the educational process which specifically deals with assisting young people to analyze their needs, assess their potentialities, outline their life goals, determine a plan of action and begin to accomplish it.

[1]Even, Brenda B. "Integrating Career Education into Teacher Preparation." Unpublished doctoral dissertation. Tucson, Arizona: University of Arizona, 1975.

What Does The Model Look Like?

Developmental Career Guidance, combined with the Counselor as a Consultant, results in the following cooperative relationships:

The Counselor And The Administrator working together in terms of...



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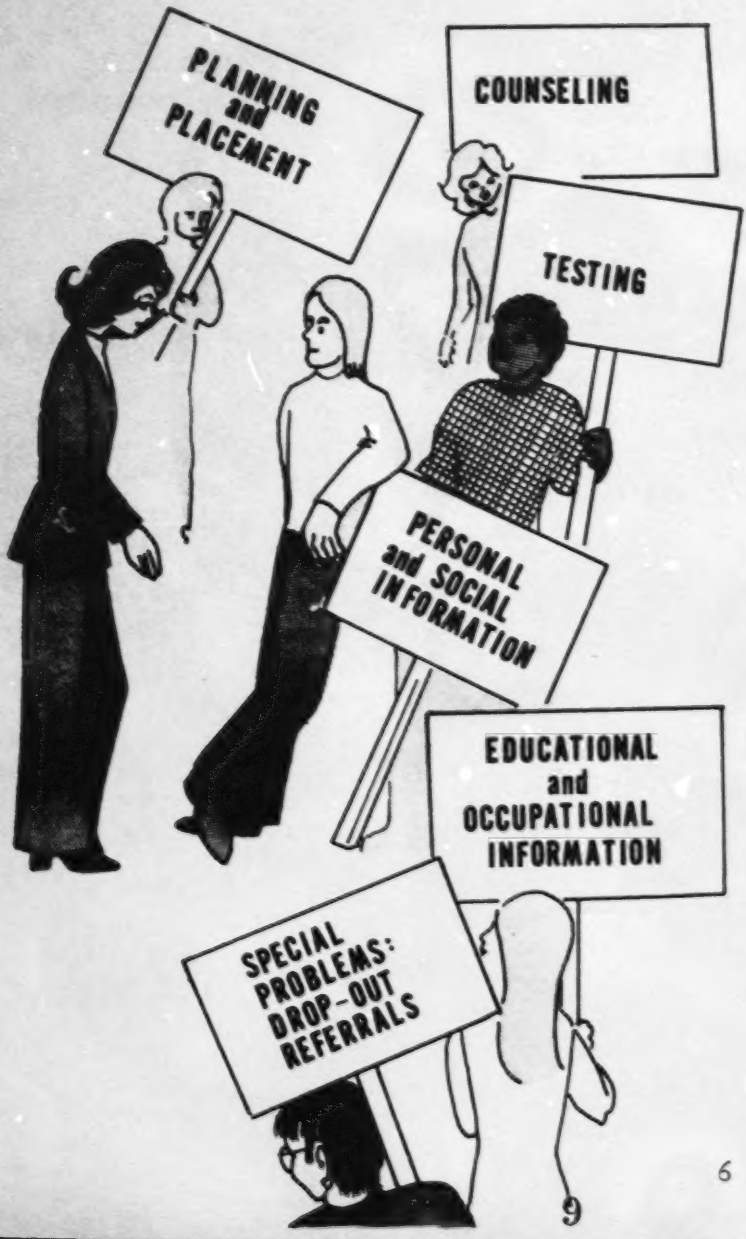
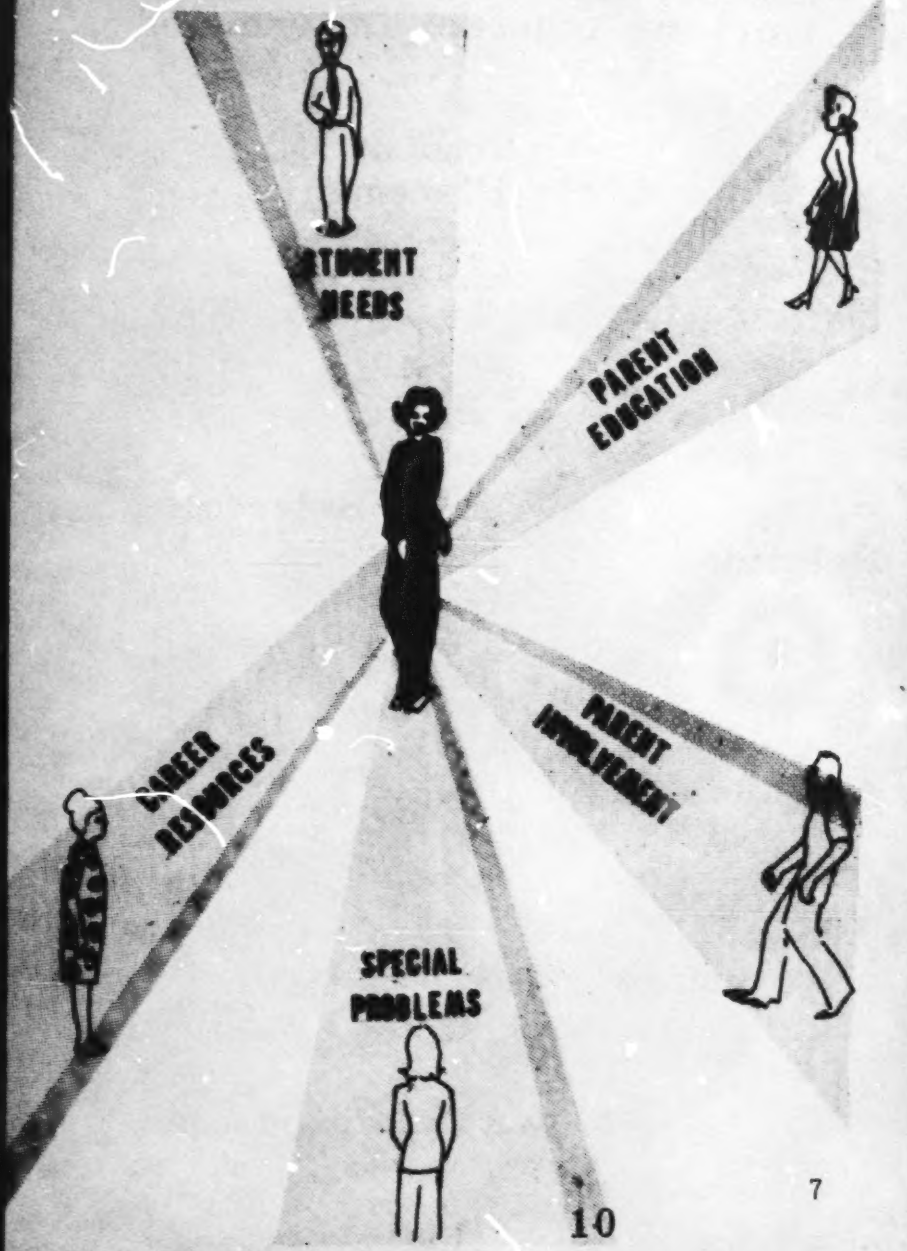
The Counselor And The Teacher working together in terms of. . .

The Counselor And The Student working together in terms of. . .



The Counselor And The Parents working together in terms of. . .

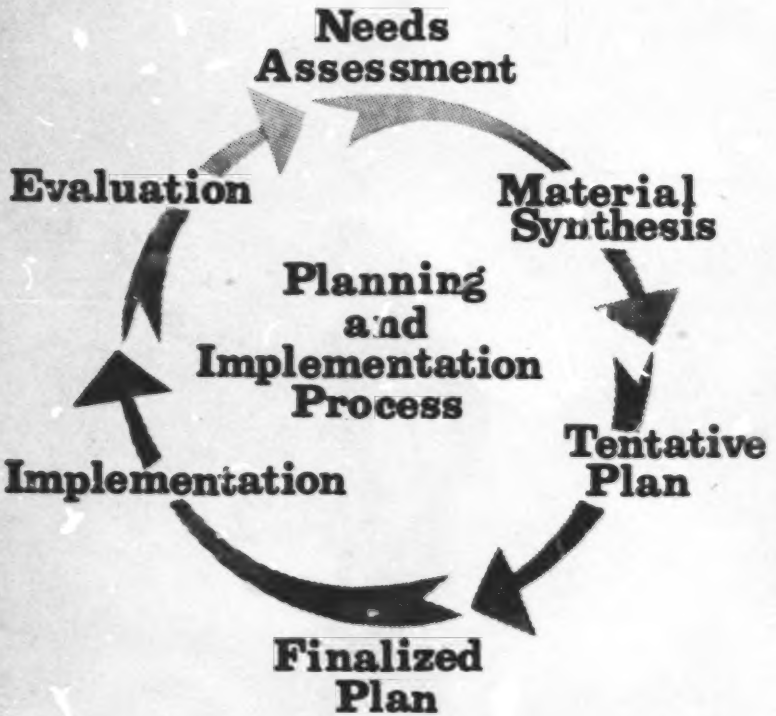


The Counselor And The Community
working together in terms of. . .

Community Resources

What Is The Implementation Process?

The following illustrates the continuous planning and implementation process of the consultant strategy:



What Happens When. . . ?

It is important to remember that educational changes occur more easily when one follows the directions in the recipe and omits none of the ingredients! There are a number of steps one should follow when establishing the consultant strategy.

Step-by-Step Consultant Ingredients

1. Define the role.
2. Examine the objectives.
3. Assess specific needs.
4. Contact principal and discuss role.
5. Outline possible program and submit for approval.
6. Familiarize remainder of school personnel with consultant role.
7. Use and publicize information center.
8. Seek out those who wish to become involved.
9. Assist those interested in determining their needs.
10. Suggest ideas and materials for Career Education activities.
11. Check resources.
12. Assist interested individuals in the total process of developing Career Education activities.
13. Team to present Career Education activities or model the presentation.
14. Examine the effectiveness of activities.
15. Continue the procedure with other interested individuals.
16. Evaluate the procedure and initiate changes.

What Activities Can The Consultant Be Involved In?

...Career Education activities can include. . .

Decision Making Opportunities

Career Research

Vocational Interest Inventories

Leisure Time Involvement

Appreciation and Attitude Development

Educational and Career Awareness

Ability and Aptitude Identification

Work Exploration Experiences

Vocational Preparation

Guest Speakers

Observation Trips

Goal Setting Experiences

Manpower Needs

Work Attitudes

Saleable Skills

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What If There's No Counselor?

So the school doesn't have a counselor. Other members of the school community - - - principal, teacher, parent, librarian, and community representative - - - can serve as the Career Education change agent. The model, process, and step-by-step ingredients of the consultant strategy are still applicable, but it will be necessary for individuals other than counselors to adapt them to fit their own frame of reference.

What Are Some Available Resources?

American School Counselor Association. "Role of the Secondary School Counselor," School Counselor, Vol. 21, No. 5, May 1974.

American School Counselor Association. "Unique Role of the Elementary School Counselor," School Guidance and Counseling Journal, Vol. 8, No. 3, March 1974.

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National Advisory Council on Vocational Education, 6th Annual Report, June 1, 1972. Counseling and Guidance: A Call for Change.

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Richins, Duane. "The Counselor's Role in Career Education," Career Education: Third Yearbook of the American Vocational Association, Washington, D. C.: American Vocational Association, 1973.

Welsh, Barton W., Stanger, Norman R. "Two Vocational Educators Look at the Counselor's Role in Career Development," Thrust for Educational Leadership, Vol. 2, No. 4, 1973.

Materials Available From The University Of Arizona Career Education Project

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University of Arizona Career Education Project. Career Education Bibliography. Tucson, Arizona: University of Arizona Career Education Project, 1975.

A bibliography of materials available in the Project's Career Information Center, including price, publisher, source and content.

Even, Brenda B., ed. Career Education Activities: A Handbook for Counselors. Developed in a state-funded Career Education Institute directed by Betty J. Newlon, Ed. D. Tucson, Arizona: University of Arizona, 1974.

This Handbook is especially designed to aid the counselor in implementing the counselor-consultant approach. It is also a handy tool for teachers who wish to integrate Career Education into their classroom activities.